

## Iowa Department of Natural Resources Natural Resource Commission

---

ITEM

8

DECISION

### TOPIC      **Professional Services Contract – Delivery Order Approval**

The future holds a renewed investment in state parks with the passage of Senate File 2389 which assures 5 million dollars for State Park Infrastructure for 2011. Also in this bill, the Legislature expressed an intent to continue funding this effort at \$5 million for an additional four years.

The 100<sup>th</sup> anniversary of Iowa State Parks will be celebrated in 2020. The goal is to bring state parks into a premier condition by 2020. A state park needs assessment is currently underway to better understand the scope and depth of the challenges and opportunities, as well as project associated cost estimates.

At issue in this agenda item, is a partnership between the Iowa Parks Foundation and the Iowa Department of Natural Resources to build the vision for state parks of the future. The DNR will take on primary responsibility for the image projected through buildings, signs, shelters, cabins, etc. and will use (in part) public input developed through the Iowa Parks Foundation's marketing and public involvement plans.

### **THE IOWA PARKS FOUNDATION**

#### **OVERVIEW:**

The Iowa Parks Foundation (IPF), an Iowa not-for-profit corporation, has commenced an effort to establish a philanthropic organization designed to be an independent voice for Iowans who use and support park lands and other publicly owned natural resources. The IPF will organize and lead efforts to transform Iowa's parks for future generations. One focus will be to advocate for increased private and public funding in support of the environment and natural resources including parks in all jurisdictions.

The Foundation is focused on enhancing the built environment of Iowa State Parks. The foundation is currently undertaking three major efforts. The first effort is hiring a consultant to assist in a significant operations and capital campaign. The second is hiring a marketing and research consultant to assist in both qualitative and quantitative research. The third is a public policy effort to increase appropriations for infrastructure funding at State Parks and to secure public support for the sustainable funding initiative.

#### **MISSION & VISION:**

**The IPF'S work will be accomplished by strengthening local partnerships, making strategic grants, restoring park infrastructure, building new facilities and financing interpretative programs in order to elevate the parks in Iowa to world-class status.**

#### FUNDRAISING CONSULTANT:

The IPF is negotiating a contract with Renaissance Group, Inc. to assist with the fundraising campaign. This fundraising and capital campaign will support near term operations of the foundation and provide the opportunity for the foundation to financially support the Iowa Department of Natural Resources in the transformation, rehabilitation, and renovation of existing State Park facilities. This financial support will also assist with natural resources management and development of new outdoor recreation and education opportunities in the State of Iowa.

#### MARKETING & RESEARCH CONSULTANT:

The IPF is negotiating a contract with ETC Institutes to conduct qualitative and quantitative research that will inform The IPF's long range strategic planning efforts. ETC Institutes will assist the foundation in ascertaining information from targeted groups and individuals as part of a strategic goal to create a sustainable vision for Iowa's Parks and to advance The IPF's mission.

#### IOWA DEPARTMENT OF NATURAL RESOURCES

The Department has negotiated a delivery order under a master contract with RDG Planning & Design to provide design consultation services in developing an Iowa State Parks Image Guide for the "Built Environment." The built environment includes essentially all park structures (e.g., benches, lodges, cabins, shelters, office buildings, etc.) as well as signs and playgrounds.

The intent of this project is to develop an Image Guide that will provide the framework for future improvements to the built environment with Iowa State Parks and enhance the aesthetics, sustainability, identity and overall quality of these facilities consistent with the Iowa Department of Natural Resources' role as a leader in natural resource stewardship.

Individuals and entities anticipated to be involved throughout the process of this project include the following:

**Planning Committee:** The Planning Committee is intended to be a small strategic group of Iowa DNR Staff and design team members. The Planning Committee will meet periodically throughout the process to review progress, provide feedback, comments and direction to the overall project.

**Steering Committee:** The Steering Committee will include members of the Planning Committee and additional Iowa DNR Staff, representatives from the Natural Resource Commission and representatives from the Iowa Parks Foundation Board of Directors. The Steering Committee will provide review and recommendation oversight for the project and will meet throughout the project as needed.

**Design Team:** The design team is the group of design professionals that will complete the project for the Iowa DNR. The team will be comprised of LEED accredited architects, landscape architects, and engineers, ecologists, artists, lighting designers, multimedia designers, graphic illustrators, writers and support staff.

The approach to completing this project has been focused on four primary phases of work as follows:

**Phase I: Discovery** will provide a critical historical frame of reference and establish the basis for the Image Guide. This phase includes data collection, inventory and analysis, and case study evaluation.

**Phase II: Development** will result in preliminary design graphics. This will involve public input and education, looking at other state and national parks, as well as ongoing work sessions to develop initial concepts.

**Phase III: Articulation** will include final refinement of the Image Guide graphics to communicate the design intent of architectural elements. In this phase, the image guide's purposes, preliminary design principles, and regional variations are confirmed and documented.

**Phase IV: Adoption** will include publication and distribution of the Image Guide and other final deliverables, summary presentations of the guide to the Natural Resources Commission and an Open House to unveil the Image Guide to the public.

Each of these project phases will be achieved using a participatory approach involving the design team, Planning Committee and Steering Committee as well as input from state park users, friends groups and the public from across the State of Iowa.

RDG Planning & Design has proposed a schedule to commence work on this project upon authorization by the Natural Resource Commission. The fee for basic services as defined in the consultant's delivery order is \$267,000.00, plus expenses (currently estimated at \$15,000.00). The project is proposed to be billed on a time and materials basis with a not-to-exceed amount equal to the fee for basic services. The billing rates have been established in the master contract. The IDNR Staff and RDG Planning & Design will collaborate to identify efficiencies and resource sharing opportunities in an effort to avoid duplication of efforts and minimize the total fee incurred for this project.

Funding for the project will be through REAP Open Spaces (Capital Link #155).

**DNR recommends awarding the delivery order to RDG Planning & Design.**

Don Labate, PE  
Bureau Chief of Engineering  
Management Services Division  
April 8, 2010